

Operation Inbox

DRAMATICALLY IMPROVE GETTING YOUR
MARKETING EMAILS DELIVERED TO WHERE THEY
MATTER – *THE INBOX*

AGENDA

- ▶ Introduction
- ▶ Baseline: Email Marketing vs. Platform Based Marketing
- ▶ 10 Tips to Improve Deliverability
- ▶ Q & A

Introduction

Jay Sudowski

- ▶ CEO of Handy Networks, LLC
- ▶ My history with email marketing: I got booted from my first dial-up ISP account for *spamming* their customers with an offer to design them a web site. It was 1996 and I was 14!
- ▶ I'm still bad at marketing, but I know a thing or two about running data centers, cloud hosting, and managing Internet connected IT infrastructure.

Handy Networks, LLC

- ▶ US based colocation, cloud, and managed hosting company.
- ▶ Customers in 40+ countries.
- ▶ Have been working with Exabytes (Chan and Andy) since the early days.
- ▶ Fun fact: Chan is 364 days older than me.



Introduction

HandySends

- ▶ Premier partners of Twilio SendGrid – the leading Email Service Provider.
- ▶ We have a channel driven approach to drive SendGrid adoption in India and South East Asia.
- ▶ Currently supporting billing in MYR, INR, and of course USD.
- ▶ 24x7 Support provided by our NOC/helpdesk in the US.
- ▶ Preferred pricing!
- ▶ If you're already a SendGrid customer, come chat with us – we can save you money on your bill.



Platform Marketing vs Email Marketing

Platforms: Facebook, Insta, Snapchat, etc.

- Only a handful of major players.
- Rules and regulations vary from platform to platform but complying with them is generally easy.
- Easy to track metrics – platforms want you to keep spending, so they provide valuable dashboards and ways to measure “all the things.”
- Easy to segment and target. Platforms know “all the things.”

Email Marketing

- Exact opposite of platform-based marketing.
- Millions of different mail servers out there. All can be configured differently.
- No guarantee that your email will even reach the recipient.
- Even harder to get it in the inbox. And then if you do get it to the inbox, did your message reach the right kind of recipient?
- Metrics and reporting by inference.
- What are the solutions?

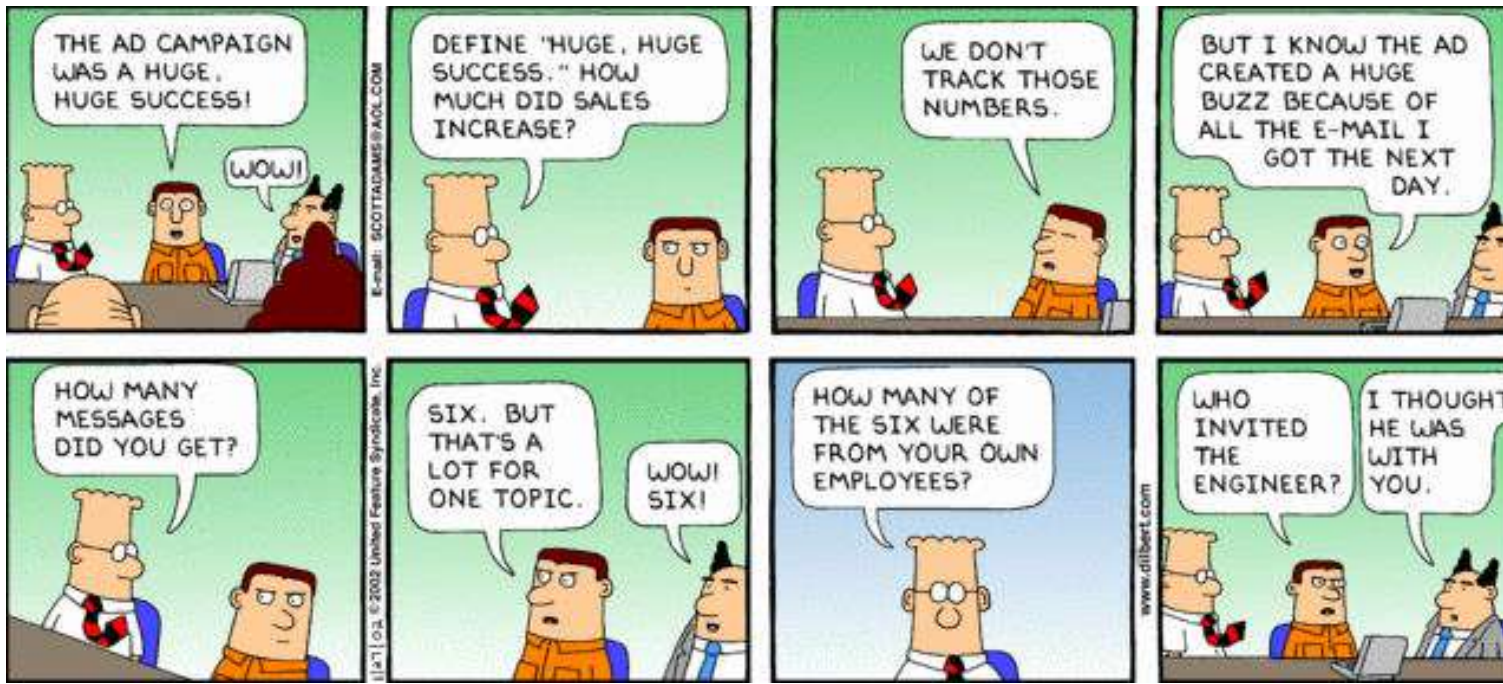
10 Tips to Improve Deliverability

Bucket 1: *Technical*

- Use separate IP addresses to send different types of emails
- Keep your mail sending volume consistent
- Authenticate your email with SPF, DKIM, and DMARC
- Avoid blacklists and monitor your reputation
- Monitor your email engagement metrics

Bucket 2: *Marketing*

- Build your own email list
- Provide a double opt-in
- Regularly cleanup your email list
- Provide a preference center
- Send valuable content



Marketing Teams vs. Technical Teams

- ▶ At many organizations, there can be a wide disconnect between the marketing teams and the technical teams.
- ▶ I can't tell you how to fix that in 30 minutes.
- ▶ I can give you some pointers to take back to your technical teams to make sure you have your infrastructure setup the right way to help get your marketing emails delivered.
- ▶ If you can't convince your own technical team to help you out, good luck on the content marketing stuff

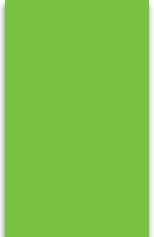
Use Separate IP Addresses

- ▶ FYI – We are talking about “external” IP addresses here.
- ▶ Use separate marketing, transactional, and regular business email onto separate outbound IP addresses.
- ▶ Properly warm up your email marketing IP addresses.
- ▶ Do not use any sort of shared IP address (including shared web hosting) for any sort of legitimate email marketing.
- ▶ These tactics are very important to avoid getting your email IP address blacklisted or rate limited.



Suggested IP Warm Up Schedule

No. Of IPs	Target Daily Volume
2	25,000
2	50,000
2	100,000
2	200,000
2	400,000
2	800,000
3	1,600,000
3	2,500,000
4	3,500,000
5	5,000,000
7	7,500,000
10	10,000,000
11	12,500,000
12	15,000,000
13	20,000,000
15	30,000,000
17	50,000,000
20	80,000,000



Day	Daily Volume
1	50
2	100
3	500
4	1,000
5	5,000
6	10,000
7	20,000
8	40,000
9	70,000
10	100,000
11	150,000
12	250,000
13	400,000
14	600,000
15	1,000,000
16	2,000,000
17	4,000,000
18	Double Sending Volume Daily

Send Consistently

- ▶ You can make mistakes which will get your IP address blacklisted.
- ▶ If you don't send message at all for some time, your positive IP reputation will decay and you will need to re-warm your IP address.
- ▶ If one day out of the month you send 500,000 messages, and then the rest of the days you send only 1,000 messages, Mailbox Providers will flag emails on your high sending volume day as very suspicious and they will get blocked.
- ▶ Bottomline: Keep your sending volume consistent and your mail delivery rate will improve.



Mailbox Provider Filtering Sophistication



Monitor E-Mail Engagement Metrics

- ▶ Basic Mail Engagement Metrics – Deferred (Soft Bounce), Bounce, Delivery, Open, Click, Spam Report, and Unsubscribe.
- ▶ You can and should be measuring all of these. Mailbox Providers are – and some will be their decision to defer, bounce or deliver your content to spam/promotions based on these factors.
- ▶ Mailbox Providers are also looking at things that you can necessarily measure – Starred / Favorited, Schema interaction, Forwarded/ Replied, View Time, Reported as Spam / Moved from Spam to Inbox.



Deliverability Benchmarks

Data Point	<i>Good</i>	<i>Caution</i>	<i>Disaster</i>
Open (unique)	≥ 10%	3-9%	<2%
Aggregate Open	≥ 20%	6-19%	<5%
Click (unique)	≥ 4%	2-3%	<1%
Bounce	≤0.5%	0.6-1%	>2%
Block	≤2%	3-4%	>5%
Unsubscribe	≤0.3%	0.4-0.9%	>1%
Spam Report	≤0.08%	.09-.1%	>0.2%

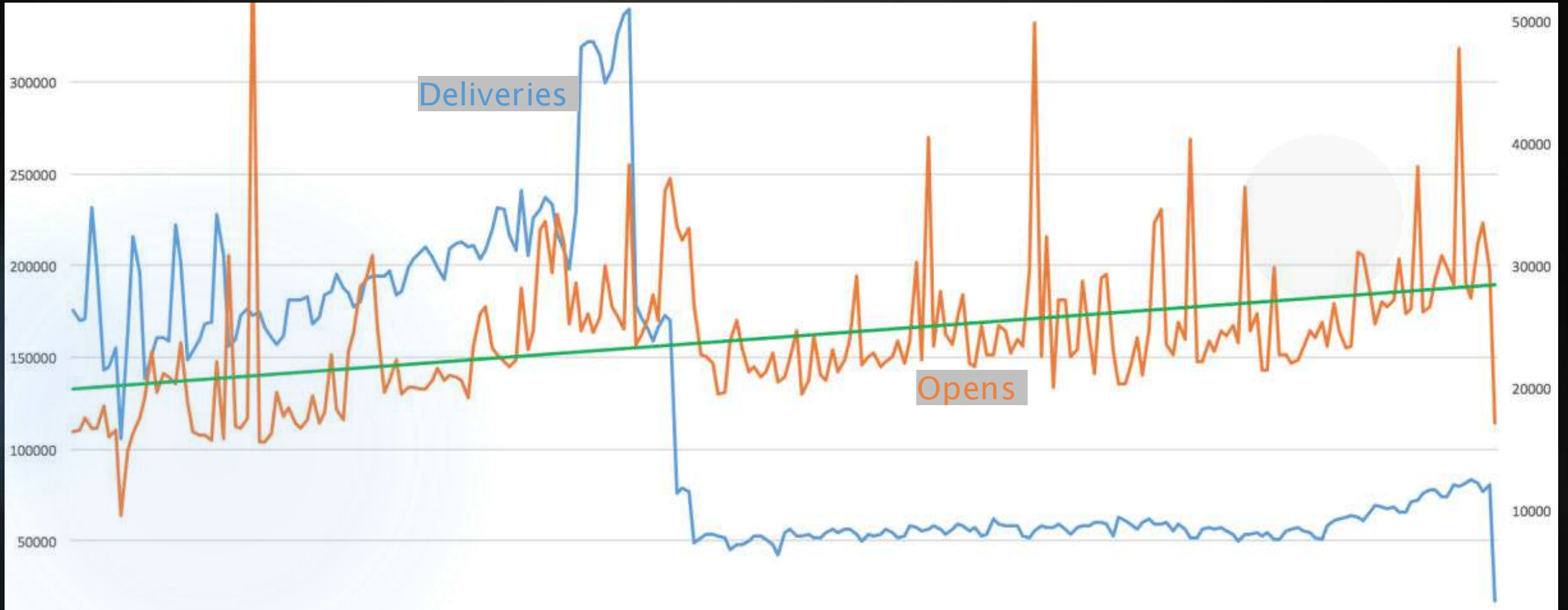


Clean Up Your Lists!!!

- ▶ Reactively remove bounces, unsubscribes, and spam recipients
- ▶ Proactively remove unengaged recipients. If someone hasn't opened or clicked a message in months, remove them, scale back the frequency of the mailings to them, or segment them into a special reengagement campaign.
- ▶ **If you remove the recipients who don't want your email, those ones who do want it are more likely to see it.**



Less is More



Send. Relevant. Emails.

- ▶ Reinforce your brand.
 - ▶ Make sure your logo is one of the first things your subscribers sees.
 - ▶ Use color, imagery, and typography to reinforce your brand.
- ▶ Avoid giving users too many calls to action. Remember the purpose of your message and make it clear.
- ▶ Here are some examples ...



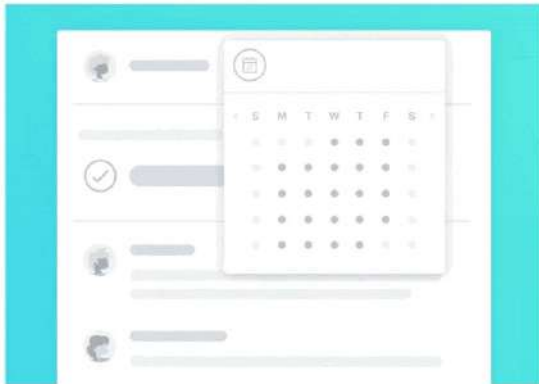
Send. Relevant. Emails.

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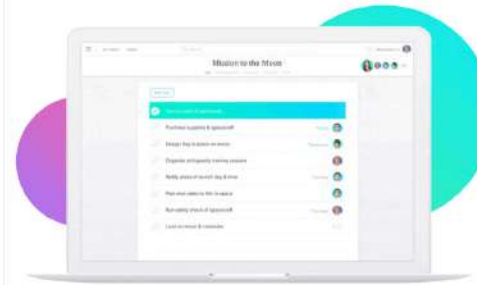


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Keep track of what you need to get done

Start the day focused. End it feeling accomplished.



Tracking tasks is the key to getting more done. Here's the best way to start:

- Create a task for the most important thing you want to get done today. When you complete it, **celebrate with unicorns** (they're friendly)
- Add a few tasks for tomorrow, so you know what to focus on next
- Add a task for later this week that you don't want to forget. Assign it to yourself and set a due date; we'll remind you when it's coming up.

[Add My Tasks](#)

Make Asana work for your team

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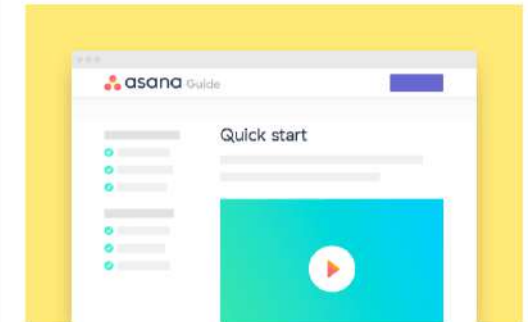


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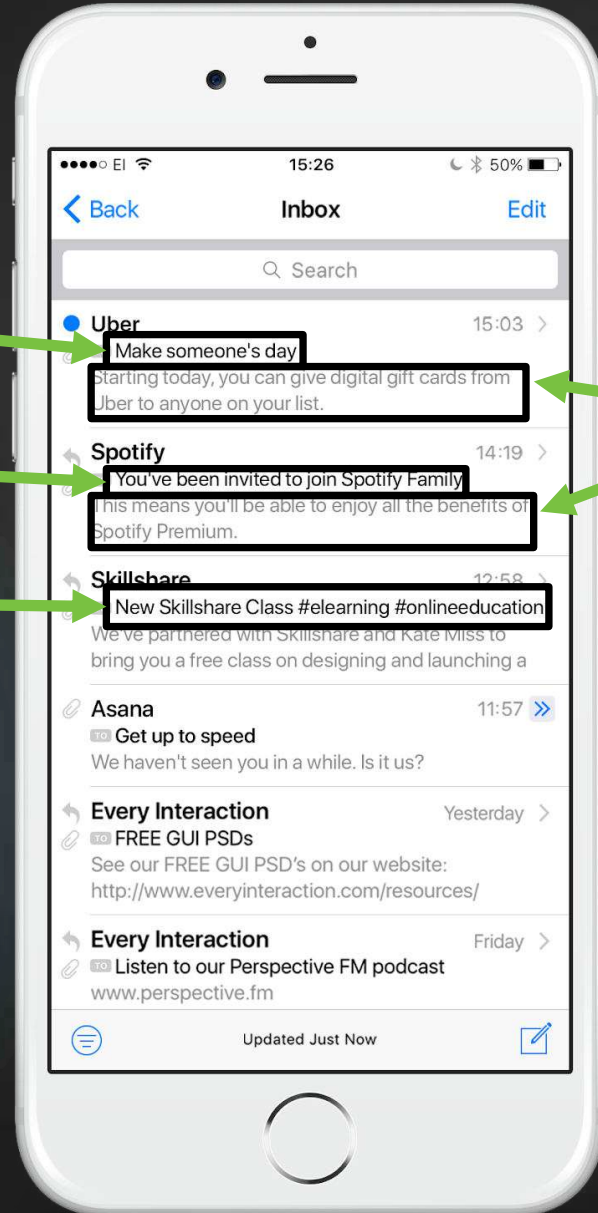


Send. Relevant. Emails.

3 Word Subjects Win Out

Choose Your Buzzwords Carefully

Hashtags perform poorly



Make use of your pre-header

It's often what stands between the trash and an open.

Who Uses SendGrid



Questions?